WHAT IS CLAIMED IS:

1. An optimum character string placing program that causes a computer to place a character string so as not to overlap another character string in a demarcated region,

the program causing the computer to:

perform horizontal placement to place the character string along a prospective guide line that is located at the center of prospective guide lines that are longer than the longest horizontal segment of the area of the character string, the prospective guide lines being drawn as virtual horizontal lines at regular intervals in the demarcated region.

2. An optimum character string placing program that causes a computer to place a character string so as not to overlap another character string in a demarcated region,

the program causing the computer to:

perform tilting placement to diagonally place the character string along the longest demarcated region segment among demarcated region segments that demarcate the demarcated region.

3. An optimum character string placing program that causes a computer to place a character string so as not to overlap another character string in a demarcated region,

the program causing the computer to:

perform pull-out placement to place the character string in an adjacent demarcated region in which the longest demarcated region segment among the demarcated region segments that demarcate the demarcated region is located, the longest demarcated region segment being shared between the demarcated region and a neighboring demarcated region.

4. The optimum character string placing program as claimed in claim 1, wherein the computer is caused to perform adjusting placement to move the placed character string vertically or horizontally within the demarcated region.

5. The optimum character string placing program as claimed in claim 1, wherein the computer is caused to perform centering placement to arrange the placed character string in such a manner that the distances between the demarcated region segments that demarcate the demarcated region and dots on character string region segments that demarcate the character string region are made uniform.

6. An optimum character string placing program that causes a computer to perform horizontal placement, tilting placement, and pull-out placement,

the horizontal placement being performed to place a character string along a prospective guide line that is located at the center of prospective guide lines that are longer than the longest horizontal segment of the area of the character string, the prospective guide lines being drawn as virtual horizontal lines at regular intervals in a demarcated region,

the tilting placement being performed to diagonally place the character string along the longest demarcated region segment among demarcated region segments that demarcate the demarcated region,

the pull-out placement being performed to place the character string in an adjacent demarcated region in which the longest demarcated region segment among the demarcated region segments that demarcate the demarcated region is located, the longest demarcated region segment being shared between the demarcated region and a neighboring demarcated region,

the program causing the computer to carry out:

a first step for performing the horizontal placement and/or the tilting placement on all demarcated regions;

a second step for performing the pull-out placement on each demarcated region in which the horizontal placement and/or the tilting placement cannot be performed in the first step, assuming that the character string placed in the first step has not been placed;

a third step for performing the horizontal placement and/or the tilting placement again to place the character string placed in the first step, and, when the placement cannot be performed because of the character string placed through the pull-out placement in the second step, nullifying the character string placed through the pull-out placement hindering the placement, thereby placing the character string through the horizontal placement and/or the tilting placement.

7. The optimum character string placing program as claimed in claim 6, wherein the computer is caused to perform adjusting placement to move the character string vertically or horizontally within the demarcated region, when the character sting cannot be placed through the first horizontal placement and/or the tilting placement in the third step.

8. The optimum character string placing program as claimed in claim 6, wherein the computer is caused to perform replacing placement, after the third step, to place alternative display objects such as characters, other character strings, symbols, or graphics, instead of the character string that cannot be placed in the first through third steps.

9. The optimum character string placing

program as claimed in claim 8, wherein the computer is caused to perform the pull-out placement again prior to the replacing placement.

10. The optimum character string placing program as claimed in claim 6, wherein the computer is caused to perform centering placement to arrange the already placed character string in such a manner that the distances between demarcated region segments that demarcate the demarcated region and dots on character string region segments that demarcates the character string region are made uniform, after the first horizontal placement and/or the tilting placement in the third step.